PHILIP MORRIS MANAGEMENT CORP. INTER-OFFICE CORRESPONDENCE

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TO:	Steve Parrish	DATE:	May 17, 1993	
FROM:	Mary Pottorff	CC:	Denise Keane	MAY 19 1993
SUBJECT:	The Workplace Environment			R. A. PAGES

Conceptually, this package is intended to be a collection of elements that can be used alone, in combination or in total to communicate the PM perspective on the workplace environment to a variety of outside audiences. Each element consists of a brief brochure that gives our key messages for that element plus support for those messages with enclosures of recent news and trade publication articles, data sheets or, in the case of the philosophy element, a sample smoking accommodation guideline.

The current elements are:

Smoking in our Workplaces: A Balanced Approach

The Indoor Environment: Multiple Factors

Workplace Smoking: Available Options

Tobacco Smoke in the Workplace: The Science

EPA and the Workplace: A Perspective

Smoking in the Workplace: Legal Considerations

To develop the form and substance of this series I worked backwards, making some assumptions and defining response criteria to facilitate use both in the U.S. and international markets.

Assumption	Response Criteria
Most recipients of corporate information on the workplace smoking issue are not interested in <u>all</u> aspects of issue.	Create a series of documents that address different aspects of the issue, so that distribution can be specifically targeted, for example, to human resources, facility management, legal, etc. Each element must be compatible with each of the others as well as able to stand alone, so that they can be used separately, in combination or in total.
Most people will not take the time to read an in-depth corporate piece.	The core document of each element is a brochure -- short, common sense perspective with supportable facts that could be read with a morning cup of coffee. The brochure sub-headings are our basic messages so that even if the material is just scanned, messages will be seen.

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A brochure becomes dated material by the time it's printed. Reprinting is costly. External documents are often more timely and credible.	For each element of the series, use a brochure in combination with current news clips and trade journal articles so that those headlines or commentary (a) make the element current, (b) provide third party perspective, and (c) make the element relevant to the local market. Each element becomes a "living" document that can evolve as quickly as new information becomes available. Updates should be as simple as adding a copy of the latest article. The basic brochure should be useful for some time.
After an initial distribution, most printed corporate material ends up as file fodder.	The addition and subtraction of support articles should extend the useful life of the package. Suggestions for continual use: - To CEOs/Chambers of Commerce/Vendors: a bi-weekly sequential mailing of each element, each contributing another perspective over a twelve-week period. - Target mailing, e.g., to the 3000 people that requested FACT information, the "Options" element perhaps in combination with the "Indoor Environment." - Specific response to diverse corporate queries using elements singly or in combination. - Leave behind after presentations or one on one meetings.
Corporate affairs people are often reluctant to go meet with someone or give a presentation on workplace issues because they think they don't know the subject sufficiently or don't have appropriate back-up material.	Design the brochure so that our key messages are the subheadings which can be used as prompters or in slide presentations. The inserts are the latest 3rd party perspectives which support the messages in that element. The material can then be a leave behind or follow up – whichever is most appropriate for the audience.

I hope to have a rough version of this package ready for a presentation next week to the LAI/CA. I'll solicit additional comments from USA when it is more complete.

I would then like to go over it with you, Denise and whoever else you think appropriate before it's finalized.

As an example, fyi, enclosed is what I'm calling the 'PM philosophy' piece. The 'Guideline' would be an insert.

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